



SPRING HILL COLLEGE

Position: Graphic Designer
Department: Marketing and Communications

This position reports to the Director of Marketing and Communications. The successful candidate is expected to lead and execute creative projects, ensuring visual consistency and brand alignment across various marketing materials. Responsible for developing and implementing design strategies, collaborating with cross-functional teams, and creating high-quality and engaging visuals. The successful candidate must have a strong understanding of design principles, excellent communication skills, and the ability to meet deadlines and multitask while maintaining attention to detail.

Additionally, this role involves supporting the Director of Marketing and Communications in various assigned areas. These may include, but are not limited to, photography, content creation for social media, and marketing content development. The ability to be a team player is a requirement for this position.

Summary of Work for this Position

Graphic Designer responsibilities are as follows:

- Assist with admission and advancement marketing materials and proposals, such as direct mail, email campaigns, brochures, donor proposals, etc.
- Develop creative concepts for marketing materials, ensuring brand alignment and visual consistency.
- Create compelling visuals for print, digital, and social media platforms, including brochures, posters, web banners, and email templates.
- Collaborate with cross-functional teams to manage project timelines, prioritize tasks, and ensure timely delivery of design assets.
- Review and refine designs to maintain high-quality standards and adherence to brand guidelines.
- Work closely with internal clients to understand their requirements, provide design recommendations, and present creative solutions.
- Maintain up-to-date knowledge of industry-standard design software, such as Adobe Creative Suite.
- Stay informed about design trends, emerging technologies, and best practices to ensure continuous improvement of design work.
- Regularly communicate with the Director of Marketing and Communications to ensure alignment of design projects with department goals and objectives.
- Other duties, responsibilities, and activities related to the marketing team and SHC's overall brand initiatives, as assigned.

Minimum Education and Experience Requirements

Bachelor's degree in a discipline related to assignment or equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions.

Preferred education, professional skills, and experience

- 3 to 5 years in a professional Graphic Designer role with formal education and experience in higher education marketing or in-house agency experience is a plus.
- Proficiency in Adobe Creative Cloud (Photoshop, InDesign, Illustrator) and WordPress CMS is required; Experience with HTML, CSS, and UX/UI design is a plus.
- Must understand prepress techniques and can create hi-res, output-ready files across various mediums.
- Motion graphics and animation experience a plus

- Strong organizational and time management skills
- Experience working in higher education, using effective communication and marketing materials to deliver the college's mission
- Ability to build positive relationships with members of the campus community and offer creative solutions to content challenges
- Ability to handle multiple tasks, meet deadlines, be creative, operate effectively as a team member, and work under pressure with strict attention to detail
- Ability to converse effectively and maintain contact with faculty, staff, the media, alumni, students, vendors, and government officials

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. SPRING HILL IS AN EQUAL-OPPORTUNITY EMPLOYER.

The position is open until filled. To apply, please send your resume, cover letter, digital portfolio, and three professional references to Christopher Armstrong, Director of Marketing and Communications, Spring Hill College, 4000 Dauphin Street, Mobile, AL 36608, or send it electronically to carmstrong@shc.edu. Off-list references may be checked.